

10 Best-Kept Secrets to Hiring the Perfect Graphic Designer for YOU...

*Without Breaking the
Bank!*



Content Writing and Design
Susan Daniels

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Heh, I'm Susan!

I empower businesses to captivate their audiences through stunning graphics and engaging presentations.

Let's transform your visual communication together!



“Design is a much an
act of spacing, as an
act of marking.”
Ellen Lupton



Introduction

Welcome! As a seasoned professional freelancer and one with experience in hiring freelancers (AKA outsourcing), I understand what's involved in hiring a graphic designer.

My goal is to help you navigate the often overwhelming process of finding the perfect graphic designer for your needs.

This gives you the advantage of hiring the right freelancer the first time which saves you and your freelancer time and money.

As a believer in the power of knowledge, I designed this eBook to provide you with not only insights but also an easy-to-follow plan.

In fact, every suggestion revealed in this book is accompanied by practical steps that you can implement immediately to start seeing results.

So, take a little time, dive in, and let's embark on this journey together!



01 The Benefits of Hiring a Freelance Designer

Undeniably, graphic design is a key element in building a memorable and powerful brand.

As someone who works with clients across various industries, I create designs that are visually appealing and align with each brand's identity.

This experience gives me a unique perspective on the cost-effectiveness of hiring a freelance design expert to achieve the professional look and feel you desire.

Unlike hiring an in-house designer, working with a freelancer gives you access to a diverse pool of talent without the need for a full-time salary and benefits.

This flexibility allows you to hire multiple designers with different skills for different parts of your project.

If you're new to working with freelancers, don't worry! My experience on both sides of the table equips me with the knowledge to guide you through the hiring process.

Now, let's delve into the world of freelance designers, exploring the different types and skills they bring to the table.



Different Types of Graphic Designers

Within the field of graphic design, there exists a diversity. Each type of graphic designer possesses a unique set of skills and expertise, honed through experience and education.

In fact, the most effective graphic designers leverage a combination of skills. This approach allows them to adapt to various design challenges and deliver solutions that meet the specific needs of each project.

As a graphic designer myself, I have developed a comprehensive skill set that includes the following:



PRESENTATION DESIGNER: Designs slides, charts, graphs, and other visual aids for presentations. May add complex animations and transitions while adhering to your branding guidelines.



EDITORIAL DESIGNER: Works on the layout and visual aesthetics of various types of publications, including flyers, meeting handouts, books, newspapers, magazines, and online publications.



DATA VISUALIZATION DESIGNER: Transforms complex data into clear and engaging visual representations, such as charts, maps, and infographics.



Different Types of Graphic Designers - Continued



BRANDING DESIGNER: creates and implements the visual identity of a brand. They design logos, select color palettes, and use typography that communicates the brand's values and personality.



ILLUSTRATOR: Creates images or designs for various purposes. I use Adobe Illustrator, PowerPoint illustration tools, and Canva to enhance presentations and design logos.



GRAPHIC STYLIST: Creates the visual style and mood of a project, such as choosing colors, fonts, textures, and shapes, then brings those elements together to create a new, unique design.



WEB DESIGNER: Designs and develops websites, including the layout, navigation, user interface, forms, blog, and graphics. I specialize in WordPress design.

By continually refining these skills and acquiring new ones, I strive to deliver designs that not only meet the expectations of clients but also push the boundaries of creativity and innovation.

This commitment to professional growth and excellence is what sets apart successful graphic designers in this dynamic and competitive field.



03 Defining the Needs of Your Project

Defining the needs of a design project is important for your projects as it sets clear expectations and goals. It helps designers understand the problem they're solving, the target audience, and the desired outcome.

1. Define Project Requirements

This sets the foundation and all stages of the project. It involves identifying the specific needs, goals, and constraints of the project. This includes understanding your vision, target audience, project timeline, and budget. It also involves determining the necessary resources and skills needed to complete the project. The requirements should be clear, and measurable to ensure a successful project outcome.

2. Determine Project Scope

Identify if you need a logo design, a complete branding package, or specific design elements for your website and marketing materials. Knowing the specifics will help you find a designer with the right expertise.

3. Establish Your Budget

Freelancers may offer different pricing structures. Having a realistic budget in mind will help you narrow down your options.

4. Research and Shortlist Design Experts

Start by asking for recommendations from your network or posting on professional platforms like LinkedIn. Explore online design communities where freelancers showcase their portfolios. Look for designers whose style aligns with your brand and project requirements. Refer to [Section 10: Searching the Platforms](#).

5. Review and Select Candidates

Read reviews and testimonials from previous clients to gain insights into their professionalism and work ethic. Narrow down your list to the top three candidates based on their portfolio, reviews, and suitability for your project.



04 Interview and Evaluate Candidates

Before making a final decision, interview and evaluate the shortlisted candidates.

- Schedule a virtual call to discuss their experience, skills, and approach to design.
- Ask questions about their process, communication methods, and availability. Also refer to [BONUS: Questions to Ask a Freelancer](#).
- Assess their ability to understand your project requirements and their willingness to adapt to your feedback.

A good freelance designer is open to collaboration and receptive to your input while bringing their expertise to the table.

05 Review Past Work and Test Projects

Assess the skills and suitability of your potential freelance design expert by reviewing their past work in detail.

- Look for projects similar to yours and evaluate the quality of their designs, attention to detail, and ability to meet deadlines.
- Assign a small test project to the top candidates to give you an idea of their working style, communication skills, and ability to deliver high-quality work.
- Provide clear instructions and review comments to gauge their ability to incorporate your comments effectively.



Clarify and Finalize Expectations

Thorough and open communication is key to a successful partnership with your freelance design expert.

- Communicate regularly with the designer to provide feedback, ask questions, and clarify any uncertainties.
- Establish a preferred communication channel, whether it's email, virtual calls, or project management tools.
- Give respectful feedback by focusing on the project's needs and goals rather than dictating specific design choices.
- Encourage open dialogue and listen to the designer's professional insights and recommendations.

When you use understanding in your collaboration, it always leads to better design outcomes.

LOVE NOTES

"SUSAN IS AN OUTSTANDING PERFORMER WITH A WEALTH OF KNOWLEDGE AND EXPERIENCE IN HER TECHNICAL SPECIALTY. HER DEMONSTRATED INTELLECTUAL AND ACADEMIC ABILITY PREPARES HER TO WORK WITH ANYONE ON HIGH-LEVEL PROJECTS. SUSAN FULLY DEMONSTRATED EXCEPTIONAL MANAGEMENT ABILITY AND METICULOUS ADMINISTRATIVE SKILLS. JOB WELL DONE!"

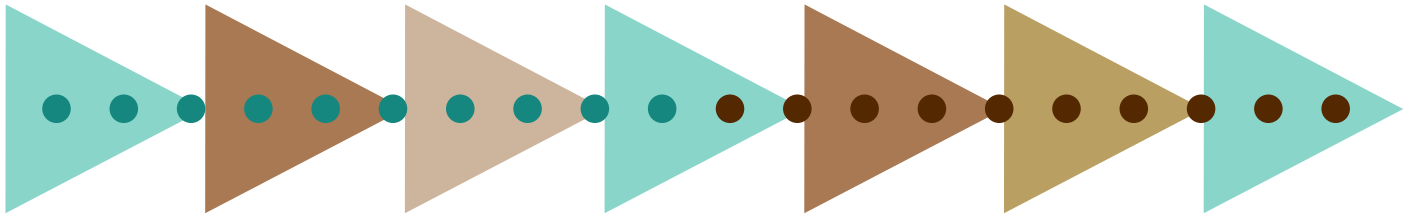
KENNETH WILLIAMS, CDC, GEORGIA

"SUSAN TOOK THE TIME TO UNDERSTAND MY VISION AND EXECUTED IT BRILLIANTLY. SHE WAS RESPONSIVE THROUGHOUT THE PROJECT AND HAD A GREAT ATTENTION TO DETAIL. NOTABLY, SHE TURNED THE PROJECT AROUND EXTREMELY FAST. I RECOMMEND HER HIGHLY FOR CREATING ANY PITCH DECK."

COREY PARKER, WALKER ADVERTISING



The Design Process and What You Can Expect



The Design Process provides a structured approach to the phases of the project. It ensures that the designer fully understands the client's needs, conducts thorough research, and creates thoughtful, effective designs.

This process allows for a smooth process, where feedback is incorporated at each stage, leading to a final product that not only meets but often exceeds the client's expectations.

Moreover, it reduces the likelihood of costly and time-consuming revisions later in the project, as potential issues are identified and addressed early on.

1. Initial Consultation

The client and the presentation designer convene over an online face-to-face meeting to discuss the project's specifics. This includes the client's objectives, target audience, and the message they want to convey.

During this meeting, the client gives the designer the complete content that may or may not need to be edited. Or, they submit an outline of content if the designer is to write the content in full for the presentation.

The client also provides or gives the designer access to their graphic assets such as the logo, specialized images, and design guidelines.

2. Design Draft Phase

The presentation designer, equipped with the project's details, develops a preliminary design draft for the first few slides. This draft serves as a visual representation of the proposed design direction.



07 The Design Process and What You Can Expect Continued

3. Client Review of the Design Draft

The client reviews the initial design draft, providing feedback on various elements such as the overall design aesthetic, margins, typography, color palette, incorporation of branding elements like logos, and so forth.

I will talk more about this in the next [Section 8: Plan Time for Revisions and Give Effective Review Feedback](#).

4. Design Revision of the Design Draft

The presentation designer integrates the client's feedback into the design draft, refining the visual elements to align more closely with the client's vision and expectations.

5. Secondary Review of the Design Draft

The revised design draft is presented to the client for another round of review.

At this stage, the client either approves the design draft or requests additional revisions to fine-tune the design further.

6. Completion of Design

Once the design draft is approved by the client, the presentation designer proceeds to apply the approved design across the entire presentation, ensuring consistency and coherence in the visual narrative.

7. Final Review and Revisions

The completed presentation undergoes further reviews and feedback rounds.

The designer makes necessary adjustments until the presentation meets all of the client's expectations, ensuring the final product is polished, professional, and effective in conveying the intended message.

This process emphasizes collaboration and iterative refinement, ensuring the final presentation aligns with the client's vision and effectively communicates the intended message to the target audience.



08 Plan Time for Revisions and Effective Review Feedback

Design Project Essentials

1. Budget for Revisions

Design projects often require revisions to achieve the desired outcome. Remember to leave room in your budget and timeline for this process.

2. The Imperfection of First Versions

Understand that the first design version may not be perfect. Constructive feedback is necessary to refine the work. Be specific in your feedback, by pointing out areas that need improvement or adjustments.

3. Acknowledge the Designer's Expertise

Acknowledge the designer's expertise and allow them creative freedom within the project's constraints. A collaborative approach will lead to a final design that aligns with your vision and exceeds your expectations.

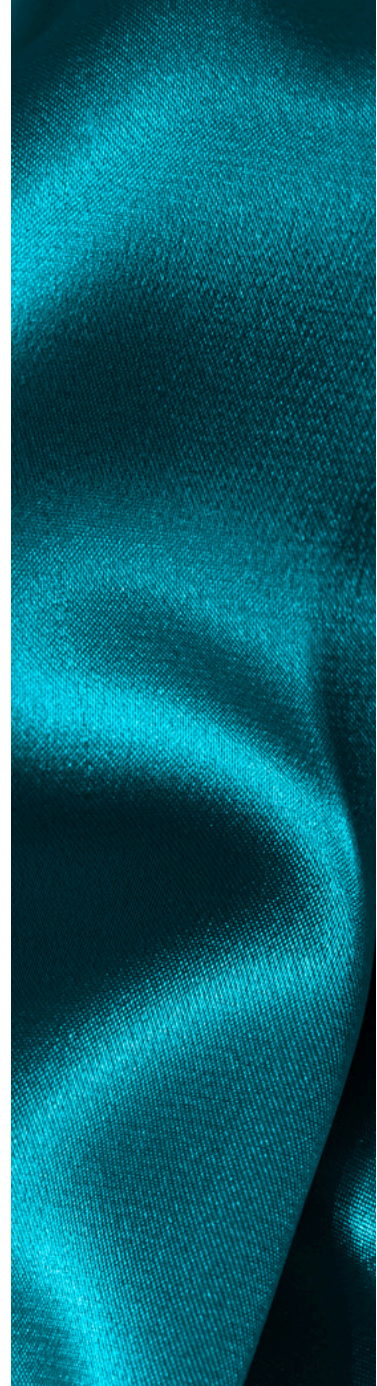
Effective Feedback

4. Provide Feedback with Details

When providing feedback, offer clear details about the changes you'd like for better comprehension by the designer. For example, you might include examples of something you've seen online or received from someone else. If you are able to give examples, include what you like and dislike about each example.

5. Feedback to Avoid

When giving feedback, avoid phrases such as "I don't like it", "it doesn't resonate with me", "do it over" or repeating the same comments over and over instead of explaining what you mean. These types of review responses give the freelancer nothing they can use, wasting valuable time and therefore, money.



08 Plan Time for Revisions and Effective Review Feedback

Effective Feedback Continued

6. Organize Your Feedback

Giving disorganized, random feedback in incomplete sentences with mixed topics slows a project down and costs time and money. Conversely giving feedback in an orderly and easy-to-understand way makes a project progress as smooth as silk.

One efficient and easy way is to make a numbered list of review comments that include reference to the slide title or number or the page number of the design. Online meetings with verbal comments are also wonderful and highly effective. The freelancer can record these and refer back to them.

7. Use Software Features to Give Review Comments

Modern design software often gives you the option of including your comments directly in the document or slide. Ask your freelancer if this is possible for your project. If they're agreeable to it, they can also give you instructions on how to do it.

Responsibilities

8. Provide Timely Responses

Be aware that it's the responsibility of both the freelancer and the client to respond to requests for review and feedback in a timely manner. Not doing so slows a design project down and costs you both time and money.

9. Keep a Positive Attitude

Striving to keep a positive avenue for smooth as silk end processes is the responsibility of both the client and the freelancer. In the heat of last minute revisions, it's often tempting to start pointing fingers and losing tempers. However, strive to use your communication and team skills to avoid this non-productive trap that is so easy to fall into yet has such long-lasting devastating effects.



09 Value Your Long-Term Relationships

If you're satisfied with the freelance design expert's work, consider building a long-term relationship.

The designer who understands your brand and design preferences is a valuable asset for future projects.

Maintain open communication, provide feedback, and express your appreciation for their work.

Keep in mind that an ongoing relationship with your freelancer streamlines future design needs and ensures consistency.

10 Platform Searches

Each platform has its own features and pricing structure, so explore them to find the one that best suits your needs.

WriterAccess, Fiverr, and Upwork, are popular platforms where you can browse portfolios, read reviews, and connect with designers. Two other well-known sites are Behance and Dribbble.

LinkedIn also has a service for connecting freelancers with clients which is well-developed and very useful for a wide variety of professional outsourcing.



LOVE NOTES



“WHEN I GIVE SUSAN ONE OF MY WEBSITE TRAFFIC PLAYBOOKS, IT LOOKS PRETTY PLAIN JANE IN A WORD DOCUMENT. HOWEVER, AFTER SHE APPLIES HER GRAPHIC DESIGN MAGIC, THAT SAME PLAYBOOK SPARKLES AND SHINES AND IS A SIGHT TO BEHOLD! I LOVE SUSAN'S INTUITIVE SENSE OF HOW THINGS SHOULD LOOK AND FLOW AND BE PUT TOGETHER SO THAT WHAT I GIVE HER BECOMES A DOCUMENT WITH A COMPLETELY PROFESSIONAL APPEARANCE, READY TO BE DELIVERED TO MY WAITING AUDIENCE. I LOVE THAT I CAN SIMPLY PROVIDE HER WITH THE RAW TEXT, WHICH SHE TRANSFORMS INTO EXACTLY WHAT I NEED. IF YOU WANT TO REFRESH YOUR MARKETING MATERIALS OR OTHER DOCUMENTS TO ALIGN WITH YOUR BRAND OR HAVE SOMETHING CREATED THAT'S COMPLETELY NEW, I CAN HIGHLY RECOMMEND SUSAN DANIELS TO GUIDE YOU ON THAT GRAPHIC DESIGN JOURNEY.”

DONNA GUNTER, FRESH IDEAS MARKETING



“IT WAS A PRIVILEGE TO WORK WITH SUSAN. THE THOUGHTFULNESS AND CLARITY OF HER RESPONSE TO THE JOB POST WAS WHAT PROMPTED ME TO RESPOND. FROM OUR INITIAL MEETING, I KNEW I HAD FOUND THE PERSON I WANTED TO COLLABORATE WITH. SUSAN IS A TRUE AND TALENTED DESIGN PROFESSIONAL. SHE LISTENED TO MY NEEDS, ASKED CLARIFYING QUESTIONS AND WAS CLEAR AND ARTICULATE WITH HER APPROACH. THIS WAS A HIGHLY PERSONAL PROJECT AND I TRUSTED SUSAN FROM THE BEGINNING. SHE DID NOT DISAPPOINT. HER DESIGN SKILLS ARE SOLID AND HER INSTINCTS ARE NEXT-LEVEL. SUSAN BECAME A CREATIVE PARTNER AND TRUSTED ADVISOR DURING OUR TIME TOGETHER. SHE OVERACHIEVED, ADHERED TO TIMELINES AND IS SOMEONE I WOULD HIRE AGAIN AND DEFINITELY RECOMMEND.”

MICHAEL IRVIN, UPWORK CLIENT



BONUS

Questions to ask a Freelancer

Below are some possible questions you can ask your potential freelancer, depending on your project. Selecting three to four of these questions will give you a good awareness of the quality of the freelancer you're interviewing.

- Can you show me some examples of your previous presentation design work? Do you have a portfolio?
- How do you ensure that your presentation design aligns with my brand identity and message?
- How do you handle deadlines and revisions?
- What is your design process?
- What are your rates and payment terms?
- How do you measure the effectiveness of designs?
- What are some challenges that you've faced in your presentation design projects? How did you resolve them?
- What are the best practices or tips that you follow or recommend for creating engaging and impactful presentations?
- How do you balance creativity and clarity in your presentation design?
- How do you keep up with the latest trends and innovations in presentation design?
- What inspires you for your creative designs?



About Presentations

Susan Daniels, Freelancer
ElegantContent.Guru

Your pitch deck, sales/marketing, or seminar/training presentation is a relationship accelerator. Make it easy for your audience to know you, like you, and trust you - fast!

Join other businesses from all over the world who use raise money, promote their products, or share their wisdom and knowledge. Supercharge your presentation and create a lasting first impression with professional design, story, and slide flow.

I am also a plain language content editor, and writer. In my content writing, I include creative content design to ensure the correct outlines for aesthetics and good SEO. For the best SEO outcomes, I also use the right meta-tags, keywords, grammar, headings, and titles.

Whatever your niche, I will create compelling content that resonates with your readers. To get started, I ask you for an outline of expected content. Then, I do the research and write something perfect for your genre.

Starting from scratch? In 1-2 weeks, you'll have a beautifully designed presentation that gets to the heart of your audience fast so you can give them what they need to succeed.

Do you have a presentation that's not where it needs to be?

★ A fully designed Presentation Makeover takes 3-7 days.

★ Send a message so we can get to know each other.

Not sure where you're at? Schedule a Review Consultation.

★ Within 72 hours you'll know what you've got, and what you need to do.

★ Consultations are free so schedule yours now!



Conclusion

Susan Daniels, Freelancer
ElegantContent.Guru

My approach to your brand identity involves understanding your needs, researching your industry, and applying my skills to create presentations that resonate with your target audience.

With my flexible schedule and diverse skill set, I am equipped to handle many of your needs. Whether you're a small business owner, an entrepreneur, or an individual looking to revamp your personal brand, I can bring your vision to life, delivering exceptional results that leave a lasting impression on your audience.

My passion for design drives me to constantly improve my skills and stay at on top of design trends. I have a deep understanding of color theory, typography, composition, and other essential elements of design. With this expertise, I create visually stunning presentations that capture the essence of your brand and communicate your message effectively.

One of the greatest benefits of working with me is my ability to provide a fresh perspective. I bring an innovative point of view to your project, offering creative solutions that you may not have considered. By collaborating with me, you can infuse new life into your brand and stand out from your competitors. My creativity is limitless, and I will work tirelessly to ensure that your presentation is outstanding.

So why wait? Take action now and embark on a journey towards success with me as your presentation design partner. With my expertise, passion, and dedication, I will deliver exceptional results that exceed your expectations. Don't miss out on the opportunity to elevate your brand and make a lasting impression on your audience. Contact me today and let's create something amazing together!



10 Best-Kept Secrets to Hiring
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I am always available to
jump on a Zoom call for a
free consultation!

Susan Daniels

